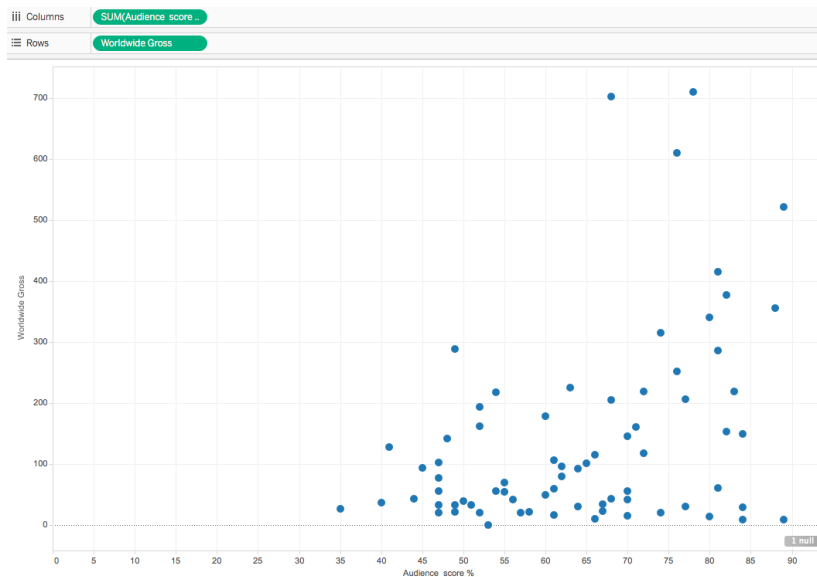## Elements of Visualization Design
Activity Guide

With your group, discuss problems with the following charts and ways to better design them to tell a story. List problems and potential solutions or create a new chart on a whiteboard that demonstrates better design principles.

See these online at the following link:
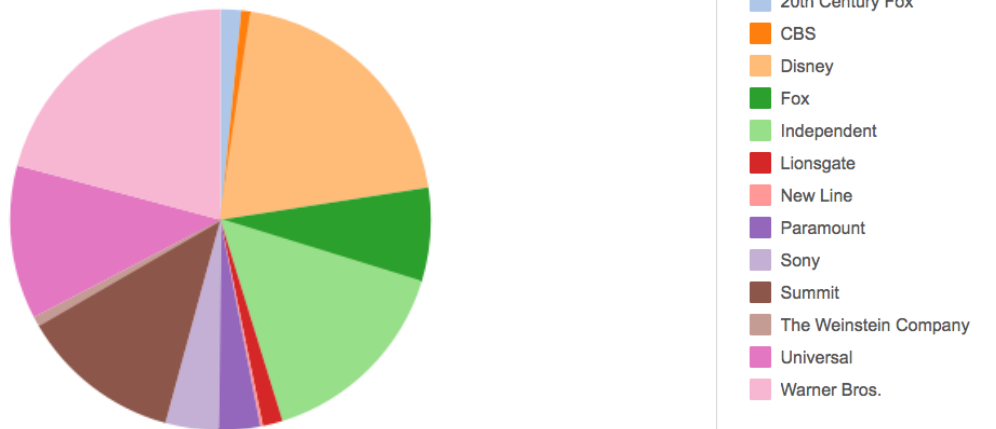https://public.tableau.com/profile/al.blaine#!/vizhome/BadExamples/AudienceScorevsWorldwideGross

Example 1: Scatterplot

This graph shows audience score (X-axis) and Worldwide Gross revenue in millions of dollars (Y-axis). The purpose of this graph is to see if there is a correlation between box office gross revenue and a film's audience score. What would help make this visualization better?

Example 2: Pie Chart

This pie chart attempts to show how much film studios compare in terms of   gross revenue.

Example 3: Bar chart

This bar chart shows worldwide gross by film and genre. Each color stripe is one film. It's too busy and needs help!

Genre

Worldwide Gross

Action | Animation | Comedy | Drama | Fantasy | Romance

Film
- 27 Dresses
- (500) Days of Summer
- A Dangerous Method
- A Serious Man
- Across the Universe
- Beginners
- Dear John
- Enchanted
- Fireproof
- Four Christmases
- Ghosts of Girlfriends ...
- Gnomeo and Juliet
- Going the Distance
- Good Luck Chuck
- He's Just Not That Int...
- High School Musical ...
- I Love You Phillip Mor...
- It's Complicated